

Exhibit A

SELECTED ULTREO ADVERTISING CLAIMS REFERENCED IN THE BODY OF P&G'S MEMORANDUM OF LAW	TO DENTAL PROFESSIONALS	TO CONSUMERS	NOT CURRENTLY BEING USED BY ULTREO
Brackets "[]" denote changes made by Ultreo and which no longer appear in the advertising claim			
"As the bubbles expand and contract, they [are able to] remove plaque bacteria." *	✓		
"Bubbles are activated by the ultrasound and transformed into pulsating bubbles that can remove plaque bacteria." *	✓		
"The sonic bristles create bubbles that pulsate at an exact ultrasonic frequency for optimal plaque removal."		✓	
"Bubbles are activated by the ultrasound and transformed into pulsating bubbles for an incredible feeling of clean."		✓	
"As shown in laboratory studies conducted at a leading university, as these bubbles expand and contract, they can remove plaque bacteria."	✓		
"Sonic action bristles with power tip creates bubbles and cleans away plaque upon contact."	✓	✓	
"A deep clean. Ultreo's combination of ultrasound waveguide technology and sonic bristle action can remove hard-to-reach plaque that bristle action alone can leave behind." *	✓		
"Ultreo—a safe, yet powerful [cleaning] combination of ultrasound-activated pulsating bubbles and sonic bristle action for a [gentle, deep,] long-lasting feeling of clean."	✓		
"A deep clean. Ultreo's combination of ultrasound waveguide technology and sonic bristle action can remove hard-to-reach plaque for an incredibly deep feeling of clean."		✓	
"Ultreo takes power brushing where it's never gone before."	✓	✓	

* Accompanied by footnote disclosure referencing reliance on laboratory studies.

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Brackets "[]" denote changes made by Ultreo and which no longer appear in the advertising claim			
"THE DIFFERENCE IS ULTRASOUND. Ultreo takes power brushing where it's never gone before with a [groundbreaking] combination of ultrasound wave technology and precisely tuned sonic bristle action. Ultreo's bristles create bubbles that are powerfully activated by nearly 4 million cycles of ultrasound energy channelled by a [proprietary] ultrasound waveguide."	✓	✓ (substantially similar language)	
"As these bubbles expand and contract, they [are able to] remove plaque bacteria." *	✓		
"As shown in laboratory studies conducted at a leading university, as these bubbles expand and contract, they remove plaque bacteria. Ultreo—a safe, yet powerful [cleaning] combination of ultra-sound-activated pulsating bubbles and sonic bristle action for a [gentle, deep] long-lasting feeling of clean. TRY THE NEW ULTREO FOR THE ULTIMATE ULTRASOUND CLEAN."	✓		
"Bubbles are activated by the ultrasound and transformed into pulsating bubbles that can remove plaque bacteria, as shown in laboratory studies."	✓		